

TEL-Animaprint®

In Color or Black & White

HOT PRESS TITLE MACHINE FOR QUALITY LETTERING

Here is the answer to your
movie and television
title and presentation
problems

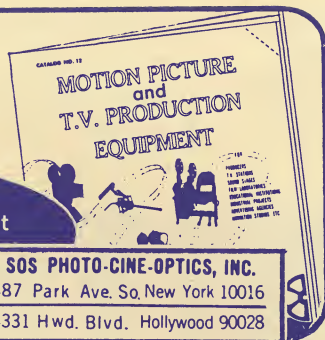
Price List

of Machine and
Accessories

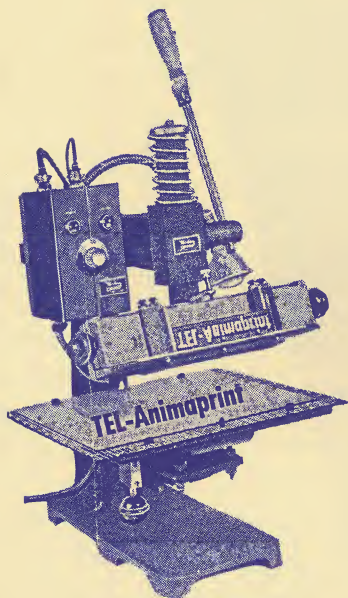


40TH Anniversary SOS CATALOG

228 Pages, 6,000 Items,
557 pictures, 23 sections, handy index point
the way — Indispensable!
"The Bible of the Cinema Industry"



SOS PHOTO-CINE-OPTICS, INC.
387 Park Ave. So. New York 10016
6331 Hwd. Blvd. Hollywood 90028



TEL-ANIMAPRINT HOT PRESS

Specially designed for

MOTION PICTURE PRODUCERS
FILM TITLING & ARTWORK
SPECIAL EFFECTS LABS.
ANIMATORS
TV STATIONS
ADVERTISING AGENCIES
ART DEPTS., ETC.

P R I C E L I S T

I N D E X

TEL-ANIMAPRINT PAGE 4

TYPE FOR TEL-ANIMAPRINT..... PAGE 7

ANIMATION & HOT PRESS AC-
CESSORIES PAGE 9

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

S. O. S. PHOTO-CINE-OPTICS, INC.

East Coast: 387 Park Avenue South - New York, N.Y. 10016 • 212-MU 9-9150

West Coast: 6331 Hollywood Blvd. - Hollywood, Calif. 90028 • 213-467-2124

Telegram Fax N.Y. Cable SOSOUND

TEL-ANIMAPRINT -- PRICE LIST

The answer to the many titling and animation problems in Motion Pictures and Television. A new, quick HOT PRESS designed for High Quality, Fast, Dry Lettering with Perfect Registration -- Useable Immediately. Built to save you money. Acme Pegs for fast perfect registration with paper or acetate cells. Uses any size heated foundry printers' type faces impressed upon color foils to produce advertising copy, titles, crawls and flip cards at fantastically low cost. No trained personnel necessary. ROLL LEAF FOIL PRINTS DRY. NO PRINTER'S INK. SHARP OPAQUE COPY in any color ready for use. No extra heating elements needed. 9" TYPEHOLDER. ARTIST'S TIME SAVED pays for Tel-Animaprint.

TEL-PE	TEL-ANIMAPRINT ELECTRONIC HOT PRESS BASIC UNIT WITH BUILT-IN ACCESSORIES complete with custom-built self heating 2"x9" long line typeholder; Electronic Heating Control. Complete thermostatic regulation of heating temperatures with precise accuracy. Temperature fluctuations limited to $\pm 1^\circ$; calibrated precision line-finder with special pointer for small increment adjustment on shadow effects; Acme animation peg bar table, anodized with cross lines for typeholder registration and realignment. Sample rolls of color foil; acetate cells; cushion board; type catalog; animation field chart punched for Acme pegs and Operating Instruction Manual.	\$595.00
TEL-P-50	ELECTRONIC HEATING CONTROL KIT. Enables Tel-Animaprint to convert to this new system. Thermostatic control maintains constant heating temperature regardless of ambient temperatures. Extreme sensitivity limits heating temperatures to $\pm 1^\circ$. Electronic Heating Control Conversion Kit.	
	With the CONVERSION TO AUTOMATIC HEAT CONTROL, no basic "know-how" is required nor does a technique have to be developed. Turn machine on --- and 20 minutes later (average time) you can print. Let it run during business hours -- it will cost you 10¢ per day! Complete KIT ready for easy installation	\$195.00
	THE FOLLOWING ACCESSORIES CAN BE PURCHASED AS NEEDED TO INCREASE THE EFFICIENCY & VERSATILITY OF YOUR HOT PRESS	
TEL-P-51	*ART WORK TABLE FOR LARGE FLAT TITLE CARDS has female dovetail; top anodized with cross-lines for typeholder registration and realignment; pair of spring clip work holders (optional with Acme animation peg bar table as original equipment).	\$ 49.50
TEL-P-52	*HOT PRESS ANIMATION TABLE or INKING BOARD with Acme Peg Bars, anodized with cross-lines for typeholder registration and realignment. One is included with basic Hot Press Unit.	\$ 49.50
TEL-P-52A	ANIMATION MOVEABLE PEG BAR TABLE. Top and bottom sliding peg bars. Has female dovetail, interchangeable with standard peg bar or art work table. Permits placing of information, title or art work on any part of cell or paper without disturbing typeholder.	\$198.00
	with top sliding peg bars, bottom fixed.	\$149.00

Items marked ** are essential in ALL installations.

Items marked * are recommended but not indispensable.

Stock No.

TEL-P-53	*EXTRA DOVETAIL ATTACHMENT for TITLE STANDS so work table or Inking Board can be removed from Hot Press and interchanged. This doubles its usefulness. Consists of aluminum top platform, male dovetail with rack, line-finder body, knob and pinion gear.				\$ 44.50
TEL-P-54	*CONTINUOUS ROLL FEED for climbing or running titles with female dovetail and anodized ruled line-board table.				\$195.00
TEL-P-56	**HOT TYPE COOLING TRAY asbestos lined, prevents type warpage.				\$ 1.98
TEL-P-57	*STANDARD PRINTER'S TYPE TRAY (unlined).				\$ 1.79
TEL-P-58	**ROLL LEAF STORAGE BOX with hinged cover, removable asbestos lined hot type tray. 14" x 7" x 6 3/8". Keep foil clean and fresh.				\$ 6.55
TEL-P-59	**10" COMPOSING STICK to set up long titles and extra lines.				\$ 14.25
TEL-P-60	**TYPE RULER for accurate measure of type.				\$ 1.95
TEL-P-61	**TWEEZERS, for picking up small spaces and hot type.				\$.99
TEL-P-62	**SPATULA, 2" width to the blade, for handling hot type when making a correction in the hot type holder.				\$ 1.98
TEL-P-63	**BONE STYLUS for removing rough edges of foil in the clean-up process after an impression has been made.				\$.98
TEL-P-64	*HOT PRESS COVER AND FOIL BAG. A lintless bag acting as a cover and a foil catching bag during the operation of the Hot Press.				\$ 4.95
TEL-P-66	**TEL-ANIMA COLOR STAMPING LEAF FOIL. Unlike others, will stamp on both paper and acetate. Prints dry, ready for immediate use. 3" roll is most economical. Most popular colors:				
	Red	Yellow	Gold	Silver	
	Blue	White	Black	Green	
		200 ft. rolls by 1" wide		per roll	\$.90
		200 ft. rolls by 2" wide		per roll	\$ 1.80
		200 ft. rolls by 3" wide		per roll	\$ 2.70
	NOTE: Add 90¢ per inch width of foil (example 4" is \$3.60)				
TEL-P-67	*SUPER TEL-ANIMA COLOR STAMPING FOIL. A heavier foil for those who desire somewhat more body and uniformity. Available in following colors:				
	#210C Black	#317C Gray	#340C Yellow	#352C Blue	
	#211C White	#321C Red	#324C Orange	#381C Green	
		200 ft. rolls by 1" wide		per roll	\$ 1.50
		200 ft. rolls by 2" wide		per roll	\$ 3.00
		200 ft. rolls by 3" wide		per roll	\$ 4.50
	NOTE: Add \$1.50 per inch width of foil (e.g. 4" is \$6.00)				

Items marked ** are essential in ALL installations.
Items marked * are recommended but not indispensable.

*TEL-ANIMA CEL & PAPER CABINET, DELUXE MODEL, designed to provide an efficient working surface on which the SOS TEL-ANIMAPRINT HOT PRESS TITLE MACHINE could be permanently mounted (bolted to surface). Exactly correct table height for Hot Press operation. Cabinet is enclosed two sides and the back and is built to handle 13 drawers maximum. Covered Drawer, for acetate cels; open drawer with dividers for Leads and Slugs and other Hot Press accessories such as Hot Type Tray etc., flat drawer, size 23-1/2 x 32 in. for flat storage of art paper, railroad board, large sheets of acetate prior to cutting and punching; and Type drawers. Mounted on heavy duty industrial type casters providing mobility when necessary. Attractively finished in Ebony Black with SOS-Blue formica sides and a white formica top. Easy to clean and difficult to damage! Complete but NO DRAWERS.

\$139.50

*TEL-ANIMA CEL & PAPER CABINET, STANDARD MODEL same as above, finished in all Ebony Black. NO FORMICA USED. Complete, without drawers.

\$ 99.50

TEL-P-69 COVERED DRAWER, keeps acetate cells, work in progress and other perishable pieces clean and free of dust.

\$ 13.95

TEL-P-70 *OPEN DRAWER with dividers for Hot Press accessories.

\$ 12.95

TEL-P-71 FLAT DRAWER (size 23½"x32"), for storing art paper, poster boards, miscellaneous art boards and large sheets of acetate prior to cutting down to cell size.

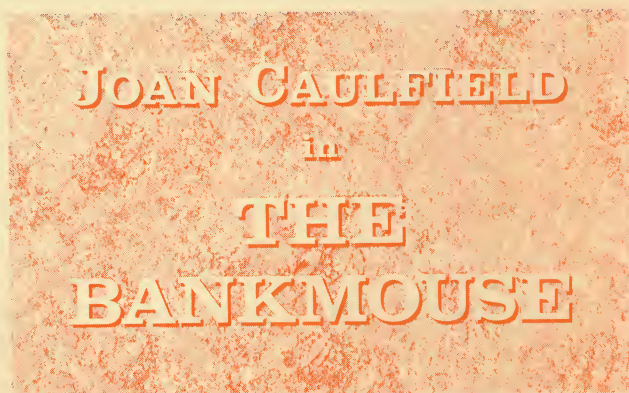
\$ 5.95

TEL-P-72 **TYPE DRAWERS with standard printer's compartments.

\$ 12.95

*TEL-ANIMA LEAD AND SLUG CUTTER, Leads and Slugs are used between lines of type as spacing material. When multiple line copy is set for the TEL-ANIMAPRINT HOT PRESS TITLE MACHINE, the Lead and Slug Cutter trims the material to the size of your type block, requiring the operator to use the minimum amount of spacing material at the ends of the lines.

\$ 14.95



TITLE COURTESY EASTERN EFFECTS, NEW YORK CITY

Items marked ** are essential in ALL installations.
Items marked * are recommended but not indispensable.

HELPFUL INFORMATION ABOUT STANDARD PRINTER'S TYPE, used with the SOS TEL-ANIMAPRINT HOT PRESS, Printer's type sold in "FONTS" consisting of (1) Upper Case or capital letters, (2) Lower Case or small letters and (3) Points and figures. The 2-Part Font permits you to order (1) Caps, Pts., and Figs. or (2) Lower Case, separately, or as a COMPLETE 2-PART FONT. The normal purchase will be a COMPLETE 2- PART FONT which will let you set anything in that size and style of type

Any individual font or assortment may be purchased separately and a great number of type styles come in a Capital font only. The size of your type will be indicated by "points" with the smaller the figure the smaller the type. Most Motion Picture and TV titles range in size from 24 point to 72 point. Type can be purchased in sizes from 6 point to 120 point, even larger and smaller, but have no application to the TEL-ANIMAPRINT HOT PRESS TITLE MACHINE. Type used is known as "Foundry" type and expensive brass type, used on hard materials, is not necessary.

STARTER BUDGET TEL-ANIMAPRINT TYPE PACKAGE, selected to handle the normal basic requirements. Additional fonts may be added as needed. 20th Century Bold Condensed type gives you a good easily readable, bold faced, condensed type for general usage. Brush type can be used when "script" is required. Leads, Slugs, Spaces and Quads round out the complete package as shown below, individually priced for your convenience:

\$94.72

20th Century Bold Condensed No. 607, 3 part font, 24 point.	\$ 9.68
SAME AS ABOVE, in 48 POINT	\$ 17.16
SAME AS ABOVE, in 72 POINT	\$ 23.82
BRUSH NO. 302, 3 part font, 36 point	\$ 19.97
1/2 DOZEN LEADS, and 1/2 DOZEN SLUGS in each of the following sizes: 9, 8, 6, 4, and 2 in. all for	\$ 6.05
SPACES, 1 font in each of the following sizes: 24, 36, 48 and 72 point, all for	\$ 9.24
QUADS, 1 font in each of the following sizes: 24, 36, 48 and 72 point, all for	\$ 8.80
TOTAL COST, STARTER BUDGET TYPE PACKAGE, FOB HOLLYWOOD	\$ 94.72
NOTE: Transportation cost to East Coast approximately	\$ 16.50

A vast assortment of type styles are available for use with the TEL-ANIMAPRINT HOT PRESS TITLE MACHINE, here are a few examples:

NOTE: Spanish accents available (Tenemos Acentos Espanoles) in some type styles, write for details letting us know the type in which you are interested.

A vast assortment of type styles is available for use with the Tel-Animaprint
Here are just a few examples:

Old Towne No. 536

Old Towne ABCDEFG abcdef 1234

Rockwell Shadow No. 175 R.S.

ROCKWELL SHAD. 12

20th Century Bold Condensed 607

20th Century Bold Cond. ABCDEF 1234

Swing (Kaufman Bold) No. 217

Swing—Kaufman ABCDEFG 1234

Lydian Bold No. 839

Lydian Bold ABCDEFGHIJ 1234

Brush No. 302

Brush Script ABCDEFG 1234

COMPLETE ASSORTMENT TEL-ANIMAPRINT TYPE PACKAGE, a suggested list of type in almost every conceivable design with a selection of sizes which will enable the operator to produce titles which directly reflect his or her creative ability. When thinking of TV Commercials or any selling title, remember the old story --- you can't sell lingerie with the same "type" used to sell automobiles! With this assortment, the variety is sufficient to permit you to SELL ANYTHING. The Complete Assortment Package is shown below, and priced for your convenience. Item marked (†) are included in the STARTER BUDGET TEL-ANIMAPRINT TYPE PACKAGE. Any of the type can be purchased separately if entire assortment is not desired.

20th CENTURY BOLD CONDENSED NO. 607, consisting of
†24, 36, †48, 60 and †72 point type, all for \$ 84.92

20th CENTURY BOLD CONDENSED ITALIC NO. 6071, 24, 36,
48 and 72 point type, all for \$ 69.91

TOURIST GOTHIC NO. 140, 24, 36, 48, 60 and 72 point type.
An extra set of capitals are furnished in 60 and 72 point, changing the style of the type and giving you two styles in this design. all for \$ 89.16

SWING (KAUFMAN BOLD) NO. 217, 24, 36, 48, 60 and 72,
point, all for \$104.39

LYDIAN BOLD NO. 839, 24 and 36 point type, all for \$ 30.47

CORONET BOLD NO. 801, 24, 36 and 48 point type. all for \$ 49.01

BRUSH NO. 302, †36, 48 and 72 point type, all for \$ 78.60

FLASH NO. 373, 36, 48 and 72 point type, all for \$ 62.81

ROCKWELL SHADOW NO. 175, 48 and 72 point type, all for \$ 38.34

OLD TOWN NO. 536, 24, 36 and 48 point type, all for \$ 47.96

PAGODA BOLD NO. 496, 24 and 48 point type, all for \$ 53.35

SPACES, 1 font in each of the following sizes: †24, †36, †48,
60 and †72 point, all for \$ 11.55

QUADS, 1 font in each of the following sizes: †24, †36, †48,
60 and †72 point, all for \$ 11.00

1/2 DOZEN LEADS, and 1/2 DOZEN SLUGS in each of the
following sizes: †9, †8, †6, †4, and †2 in. all for \$ 6.05

TOTAL COST, COMPLETE ASSORTMENT TYPE PACKAGE,
FOB HOLLYWOOD. \$737.52

SHOW YOUR ID IN GORGEOUS COLOR



TEL-ANIMAPRINT HOT PRESS TITLE MACHINE DIES FOR EMBLEMS, LOGOS, and other items such as Trademarks, TV Station ID, Slogans, Legends, Credits and similar. In the past, if you wanted Special Art Work or Copy made in FREE STYLE, the major problem was cost. SOS now has available a new magnesium base die, with zinc, for the TEL-ANIMAPRINT. The cost is less than what you would think and now it is possible to have a personalized approach with your own identification.

Send us the art work and your price is shown below. This service is used by TV Stations, Industrial concerns, Educational institutions, Advertising Agencies, etc.

1-1/2 x 1-1/2 in.	\$ 11.22
1 x 2 in.	\$ 10.73
2 x 2 in.	\$ 14.25
2-1/2 x 2 in.	\$ 16.01
3-1/2 x 2 in.	\$ 18.76
3 x 4 in.	\$ 23.21
4 x 2-1/2 in.	\$ 21.95
4-1/2 x 3 in.	\$ 24.15
5 x 2 in.	\$ 21.95
6 x 2 in.	\$ 23.21
6 x 1 in.	\$ 17.71
6 x 3-1/2 in.	\$ 32.95

ANIMATION (AND HOT PRESS) ACCESSORIES & SUPPLIES.

****Items ESSENTIAL** for the success of your operation.

*Items which will give you a more efficient operation and are **RECOMMENDED**, but not indispensable.

****ANIMATION FIELD CHART**, showing outlines of 4 thru 12 field with cross lines, invaluable accessory for lining up camera and checking art work.

\$ 3.50

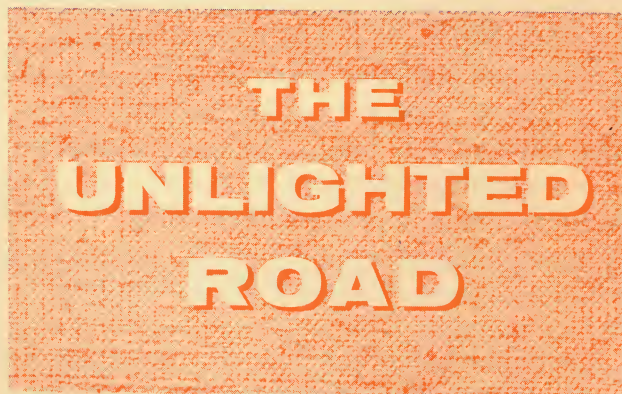
*TEL-ANIMARULER, for use with Acme Pegs. Inch increments divided into the standard 1/20th as used by animators and 1/16th on the other edge. Size 1 x 16 in. with inch markings "0" to 8 in. either side of center to match animation stand scale. Metal ruler accurately punched Acme Peg holes, will fit over pegs and act as a straight edge for use on inking board.	\$ 4.45
TEL-ANIMASCALE, a reference scale suitable for mounting on your custom made animation stand, providing a scale 1/4 x 16 in. divided into inches with "0" to 8 in. either side of center and animation increments used --- 1/20th in. Adhesive backing permits mounting scale on Inking Boards, Art Tables, Light (checking) tables, etc. If adhesive backing is not activated, it can be used as an ordinary scale.	\$ 2.95
**TEL-ANIMA EXPOSURE CHARTS, for use in laying out "production camera" schedule for animated sequences. Ruled in vertical columns and horizontal lines for frame identification, heavy rules for quick clear indication of divisions within the foot. Pad of 50 sheets, cost per pad.	\$ 1.64
**ACETATE CELS (ACME PUNCHED) size 10 x 12-1/2 in., .005 thick, 100 sheets.	\$ 12.50
ACETATE CELS (ACME PUNCHED) size 10 x 12-1/2 in., .0075 thick, 100 sheets.	\$ 19.50
NOTE: Lighter weight cels ordinarily used in multiple cel animation. Lighter weight cels and .0075 cels used with Hot Press. If considerable copy on one cel (Hot Press) suggest .0075 thickness.	
TWO-FIELD ACETATE CELS (ACME PUNCHED), 10-1/2 x 25 in., .005 thickness, per pack of 20 cels.	\$ 6.60
THREE-FIELD ACETATE CELS (ACME PUNCHED), 10-1/2 x 37-1/2 in., .005 thickness, per pack of 20 cels.	\$ 9.90
ONE-AND-ONE-HALF-FIELD ACETATE CELS (ACME PUNCHED), 15 x 19 in., .005 thickness, punched for 3 round and 2 flat pegs (18 field). Pack of 20.	\$ 7.50
*BLACK OPAQUE ACETATE CELS, 10 x 12-1/2 in. Heavy weight black acetate matte on one side and glossy on other. Per pack of 20 cels.	\$ 10.00
ACETATE CELS (UNPUNCHED), 10 x 12-1/2 in., .005 thick, per 100 sheet pkg.	\$ 10.50
ACETATE CELS (UNPUNCHED), 10 x 12-1/2 in., .0075 thick, per 100 sheet pkg.	\$ 17.50
*ANIMATOR'S TRACING PAPER, (ACME PUNCHED), 10 x 12-1/2 in. 1 Ream (500 sheets) package.	\$ 10.00
**ANIMATOR'S BOND LAYOUT PAPER (ACME PUNCHED), 10-1/2 x 12-1/1 in. ream (500 sheets) package.	\$ 10.00
THREE-FIELD ANIMATOR'S BOND LAYOUT PAPER (ACME PUNCHED), 10-1/2 x 37-1/2 in., 1 ream (500 sheets) package.	\$ 25.00
**RAILROAD BOARD (ACME PUNCHED), 10-1/2 x 12-1/2 in., a smooth surfaced inexpensive paperboard, finished on both sides in color, black or white. Essential for use as a	

"cushion or make-ready" in Hot Press title production. 50 sheets per pkg. of assorted colors.	\$ 3.50
SAME AS ABOVE, 50 sheets per pkg., ALL BLACK.	\$ 3.50
SAME AS ABOVE, 50 sheets per pkg., ALL WHITE.	\$ 3.50
COLOR-PLASTIC BOARD (ACME PUNCHED), 10-1/2 x 12-1/2 in., .020 thickness, a vinyl smooth plastic sheeting which can be imprinted or used as a background material. Colors are deeper and more intense than the Railroad Board. Choice of Blue, Green, Yellow or Red (other colors available write for detailed listing) in matte finish. SPECIFY COLOR, per pkg. of 100 sheets.	\$ 49.50
SAME AS ABOVE (ACME PUNCHED) and Glossy finish, SPECIFY COLOR, per pkg. of 100 sheets.	\$ 39.50
SAME AS ABOVE (UNPUNCHED) and Matte finish, SPECIFY COLOR, per pkg. of 100 sheets.	\$ 39.50
SAME AS ABOVE (UNPUNCHED) and Glossy Finish, SPECIFY COLOR, per pkg. of 100 sheets.	\$ 29.50
COLOR-AID PAPER SWATCH BOOK, providing 202-3 x 5 in. Color-Aid Paper samples, all code numbered showing 24 basic colors, each with 4 tints and 3 Shades, plus 8 grays (Gray scale No. 1 to No. 8), black and white.	\$ 3.95
COLOR-AID PAPER, 18 x 24 in., a flexible, fine quality paper available as outlined in COLOR-AID SWATCH BOOK. Beautiful colors, can be sponged with a slightly moist cloth. Per pkg. of 10 Sheets.	\$ 3.00
PARCHMENT BOARD, (ACME PUNCHED), 10-1/2 x 12-1/2 in., a hard surface material preferred by many as a "cushion or make-ready" for use when making Hot Press Titles on acetate cels. Per pkg. of 10 sheets.	\$ 2.00
STATICMASTER ANTI-STATIC BRUSHES, for use with acetate cels in combating the problem of dust, lint and static electricity when forced air is not used. A Jaguar hair brush with a polonium strip in the handle. One brushing action removes the attracted particles and destroys the static electricity. Polonium strip lasts for up to two years. Note: Any surface neutralized by the Polonium strip remains free of dust and lint until recharged by rubbing or handling. The Staticmaster is a "tool" for removing static electricity, the brush itself is used only to remove the neutralized particles. Polonium cartridge is replaceable.	
MODEL TEL-A-67, 3 in. width, general use professional and lab	\$ 9.95
MODEL TEL-A-68, 1 in. width, for camera lenses.	\$ 4.95
**MODEL TEL-A-69, 3 in. width, for use on acetate cells, etc. Extra powerful element for industrial, lab and professional uses	\$ 14.95
ANTI STAT NO. 6 SPRAY, designed to clean dust and static from glass, plastic and film. Easy and quick to use wherever static and dust are problems. Film Gates and Carriers on projectors, film holders, reels, etc. in 12 oz. aerosol spray can. Per can.	\$ 2.95

REGULAR CARTOON COLOUR ACETATE CEL PAINT, a highly pigmented opaque water color especially suitable for use on acetate cels, vinyl, foil, glass, illustration board, water color paper and Color-Aid paper. Will not chip, peel, crack or flake. Water soluble, can be washed off the cel, permitting cel to be reused. Do not suggest using in a damp humid atmosphere but Cel Vinyl is formulated for this purpose (see Cel Vinyl description). Regular Cartoon Colours in forty base colors, black, white and twenty-four grays, are particularly suitable for design work ---Air Brush, posters, cell animation and color photography in Kodachrome or Ektachrome process. All colors are intermixable and can be thinned with water. Colors can be matched to gray scale equivalent, enabling the artist's selection of colors which carry contrasting lights and darks for reproduction on B/W motion picture film or TV. Quality control of Cartoon Colours permits re-order without difference in colours. Packaged in squat glass jars.

BLACK, WHITE AND GRAYS in 1-7/8 Oz. jars.	\$ 1.00
Same in 3-1/2 Oz. jars.	\$ 1.60
Same in 7 Oz. jars.	\$ 2.70
Same in 14 Oz. jars.	\$ 4.50
COLORS in 1-7/8 Oz. jars.	\$ 1.30
Same in 3-1/2 Oz. jars.	\$ 2.30
Same in 7 Oz. jars.	\$ 3.65
Same in 14 Oz. jars.	\$ 6.10
+SPECIAL COLORS, more expensive pigment, in 1-7/8 Oz. jars.	\$ 1.60
Same in 3-1/2 Oz. jars.	\$ 2.65
Same in 7 Oz. jars.	\$ 4.40
Same in 14 Oz. jars.	\$ 7.50

TITLE COURTESY EASTERN EFFECTS, NEW YORK CITY



VISITOR IN THE NIGHT

CEL VINYL CARTOON COLOUR ACETATE CEL PAINT, similar in opaque qualities to the Regular Cartoon Colours. Highly opaque and especially formulated for use on acetate cels, vinyl, foil, glass, illustration board, water color paper and Color-Aid paper. Cel Vinyl is NOT RECOMMENDED FOR AIR BRUSH as it dries to an insoluble film. A permanent paint --- cel can't be washed or reused again. A very fast drying paint and especially suited to humid damp atmosphere, as it will pick up no moisture once dry. Cel Vinyl colors are intermixable and can be thinned with water while in liquid state. Cel Vinyl colors will not chip, peel, crack or flake. Each color is matched into a gray scale for quick translation to equivalent lights and darks, through the entire forty base colors.

BLACK, WHITE AND GRAYS in 1-7/8 Oz. Squat jars or 2 Oz. Spout top Squeeze Bottles.

\$.90

Same in 3-1/2 Oz. jars or 4 Oz. Squeeze Bottles.

\$ 1.45

Same in 7 Oz. jars or 8 Oz. Squeeze Bottles.

\$ 2.45

Same in 14 Oz. jars or 16 Oz. Squeeze Bottles.

\$ 4.10

COLORS in 1 7/8 Oz. jars or 2 Oz. Squeeze Bottles.

\$ 1.25

Same in 3-1/2 Oz. jars or 4 Oz. Squeeze Bottles.

\$ 2.15

Same in 7 Oz. jars or 8 Oz. Squeeze Bottles.

\$ 3.55

Same in 14 Oz. jars or 16 Oz. Squeeze Bottles.

\$ 5.80

+SPECIAL COLORS, more expensive pigment, in 1-7/8 Oz. jars or 2 Oz. Squeeze Bottles

\$ 1.45

Same in 3-1/2 Oz. jars or 4 Oz. Squeeze Bottles.

\$ 2.40

Same in 7 Oz. jars or 8 Oz. Squeeze Bottles.

\$ 4.00

Same in 14 Oz. jars or 16 Oz. Squeeze Bottles.

\$ 6.80

CARTOON COLOUR CHART, showing colors available in both
REGULAR and CEL VINYL:

●Y	YELLOW	OG	OLIVE GREEN
GY	GOLDEN YELLOW	OD	OLIVE DRAB
OY	ORANGE YELLOW	XY	GRAYED YELLOW
●FL	FLESH	XOY	GRAYED ORANGE YELLOW
●O	ORANGE	XVER	GRAYED VERMILION
VER	VERMILION	+XR	GRAYED RED
●RED	RED	+XBV	GRAYED BLUE VIOLET
MR	MIDDLE RED	XBL	GRAYED BLUE
+RR	ROSE RED	XTU	GRAYED TURQUOISE
+RV	RED VIOLET	XBG	GRAYED BLUE GREEN
●+V	VIOLET	XGR	GRAYED GREEN
+BV	BLUE VIOLET	●BR	BROWN
●BL	BLUE	RBR	RED BROWN
●MBL	MIDDLE BLUE	LBR	LIGHT BROWN
TU	TURQUOISE	OCH	OCHRE
BC	BLUE GREEN	TAN	TAN
●GR	GREEN	●SFL	SUNFLESH
YG	YELLOW GREEN	MC	MUD GRAY
		WG	WOOD GRAY
		●CG	COOL GRAY

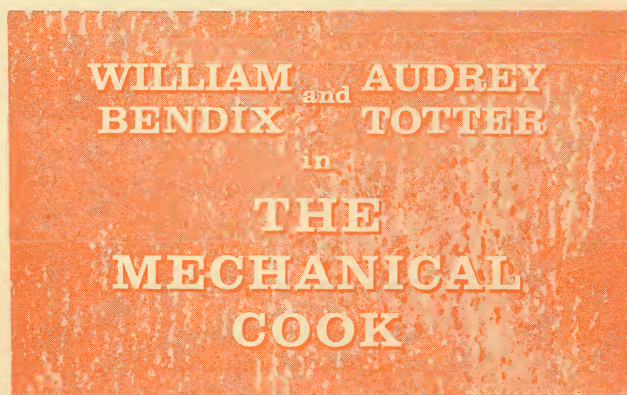
Grays of gray scale No. 1 -- 23 and No. 32 (darker value).

- 11 essential colors plus black and white

+ More expensive pigment required, see SPECIAL COLORS on price listing.

ADDITIONAL COLORS AVAILABLE

REGULAR ONLY, "LY" -- Lemon Yellow; + "MAG" -- Magenta
CEL VINYL ONLY, "DGR" -- Dark Green; "CH" -- Chartreuse



*REGULAR CARTOON COLOURS, BASIC MINIMUM ASSORTMENT, 11 essential colors plus black and white in 1-7/8 Oz. squat glass jars (see color chart)

\$ 16.60

REGULAR CARTOON COLOURS, COMPLETE ASSORTMENT, including the full range of 40 colors, 24 grays, black and white in 1-7/8 Oz. squat glass jars, (see color chart)

\$ 80.10

*CEL VINYL CARTOON COLOURS, BASIC MINIMUM ASSORTMENT, 11 essential colors plus black and white in 1-7/8 Oz. squat glass jars or 2 Oz. spout top squeeze bottles (SPECIFY), (see color chart)

\$ 15.75

CEL VINYL CARTOON COLOURS, COMPLETE ASSORTMENT, including the full range of 40 colors, 24 grays, black and white in 1-7/8 Oz. squat glass jars or 2 Oz. spout top squeeze bottles (SPECIFY) (see color chart)

\$ 74.60

REGULAR CARTOON COLOUR AD MIXTURE, an additive to prevent chipping and cracking in exceptionally dry atmospheres. Per Pint.

\$ 2.20



Items marked ** are essential in ALL installations.
Items marked * are recommended but not indispensable.

TEL-Animaprint[®]

**HOT PRESS TITLE MACHINE
FOR QUALITY LETTERING**

DO IT IN BRILLIANT GLOWING COLOR

